

Spring Lake Elementary Website Redesign: Content Audit						
Site Description: The Spring Lake Elementary website will be designed to provide important school information to parents of students currently attending the school, as well as the parents of children who will soon attend the school. Content will include news, calendars, contact lists, upcoming events, school policies, directions, registration requirements, and other pertinent information. The website will be viewable on multiple devices and platforms, to allow easy user access at home or on the go.						
Page	Page Description					
Home	The Home page will contain a small "About Us" section, motto/mission statement, a section showing upcoming events, and a CTA for a weekly newsletter sign-up. A promotional image may also be included. There will also be an "announcements" section that will include any important information, such as class cancellations, scheduling changes, etc.					
Parent Connection	The Parents page will have three main content sections with registration info, school policies, and uniforms and supply lists. Some content will be attached files, while other content will be embedded.					
Calender	The Calender page will be just what it sounds like. The entire content section will just be a monthly calender, displaying important events like PTA meetings, parent teacher conferences, holidays, etc...					
Faculty	The faculty page will show names, phone numbers, and email links to each staff member. Along with the directory, a "Faculty Member of the Week" will be spotlighted, with a quick "about me" and image					
Supporters	The Supporters page will list special sponsors, and will display a thank you message along with the branding of the supporter (if applicable). The branding images will also act as links to supporters pages.					
Contact Us	The Contact Us page will display basic contact information for the school, such as address, phone number, and hours of operation. There will also be an input form to send a quick question/comment to the school					
Page Name	Content Section	Content Description	Content Files	Content Support Information	Content Keywords	Notes
Home	About Us	Message describing what the school is all about	N/A	N/A	about, history, school information	N/A
Home	Motto/Mission Statement	School Motto and Mission Statement, with school graphic	school_seal.png	image placed behind text	motto, mission, mission statement, seal	N/A
Home	Upcoming Events	List with dates of upcoming school events	N/A	N/A	events, holidays, calender, date	N/A
Home	News	Important notifications such as school closures, holidays, in-service days.	N/A	N/A	school closures, holiday notifications, in-service days	This section will present itself in the form of a "notification banner" at the top of the page, below the nav bar. It will only be present when there is a notification.
Home	CTA	Image under text, asking users to sign up for weekly newsletter, email form field, and submit button	manatee.jpg	image placed behind text with graphical treatment, to attract users	newsletter, sign-up, free, stay informed	Should be main attraction of the home page
Parent Connection	Registration Information	List of documents required for registering a student.	question_mark.png	There will be an affordance to contact someone for more information.	registration information, birth certificate, divorced, separated, registration policy	There will be an affordance to contact someone for more information.
Parent Connection	School Policies	List of current school policies.	safety_icon.png, Parent_Letter.pdf, Internet_Exclusion.pdf	This will act as an "icon" to help visitors recognize the content of the page.	school policy, rules, procedures	There will be an affordance to contact someone for more information.
Parent Connection	Uniform and Supply Lists	List of uniform requirements and supplies necessary	parents.png	This will act as an "icon" to help visitors recognize the content of the page.	school uniform, school supplies, uniform policy	
Calender	Calender	Interactive module detailing upcoming events.	N/A	This will act as an "icon" to help visitors recognize the content of the page.	calender, upcoming events, announcements	This will ultimately be a javascript/php driven module.
Faculty	Faculty Member of the Week	Module showcasing the accomplishments of the top faculty members, updated weekly.	staff_image.jpg	This image will be a large photo of the staff member.	faculty, exceptional service, faculty awards	This module will act as a profile and list of accomplishments for the employee elected "Faculty Member of the Week."

Faculty	Directory	List of Faculty members and contact information.	phonebook.jpg	This will act as an "icon" to help visitors recognize the content of the page.	contact teacher, contact information, faculty contact information	This will be a javascript/php/mysql driven web app with a search feature.		
Supporters	Thank You message	A message thanking supporters.	N/A	N/A	supporters, thank you			
Supporters	Branding Links	Images linked to the websites of supporters.	brand_image_*.jpg	These images will act as links to supporters.	supporters	This area will provide the logo and a link to supporters sites.		
Contact Us	Contact Information	Contact information for the school.	phone.png	This will act as an "icon" to help visitors recognize the content of the page.	contact information, phone number, school email, address	This area will include a "get directions" link to google maps.		
Contact Us	Quick Contact Form	A form that initiates contact between the visitor and the school.	N/A	N/A	school email, contact	N/A		
Spring Lake Elementary Website Redesign: Titles and Keywords								
Site Description: The Spring Lake Elementary website will be designed to provide important school information to parents of students currently attending the school, as well as the parents of children who will soon attend the school. Content will include news, calenders, contact lists, upcoming events, school policies, directions, registration requirements, and other pertinent information. The website will be viewable on multiple devices and platforms, to allow eay user access at home or on the go.								
Page	Page Titles			Page Keywords				
Home	Spring Lake Elementary Welcome to Spring Lake Elementary			about, history, school information, motto, mission statement, seal, upcoming events, holidays, date				
Parent Connection	Spring Lake Elementary Parent Connection			registration information, birth certificate, divorced, separated, registration policy, school policy, rules, procedures, school uniforms, school supplies, uniform policy				
Calender	Spring Lake Elementary Calender			calender, upcoming events, announcements				
Faculty	Spring Lake Elementary Faculty Directory			faculty, exceptional service, faculty awards, contact teacher, contact information, faculty contact information				
Supporters	Spring Lake Elementary Thank You Supporters			supporters				
Contact Us	Spring Lake Elementary Contact Us			contact information, phone number, school email, address, directions, map, contact				
General Keywords								
Description	Keyword							
Industry Terms	Spring Lake Elementary School, Spring Lake Elementary, Altamonte Springs elementary school, Seminole County elementary schools, Seminole County public schools, Florida elementary schools, elementary school, kindergarten,top rated florida schools, best florida schools,PTA							

Services	school information, motto, mission statement, registration information, registration policy, school policy, school uniform policy, calender, upcoming events, faculty directory, faculty information, contact information, phone number, map, directions, email, address,school clousures, parent-teacher meeting							
Sample User Searches	Elementary School near Altamonte Springs, Seminole County elementary school, central Florida elementary school, Top Florida elementary schools, florida elementary school technology, best rated central florida schools, a+ rated florida elementary schools							
Subpage Searches	school supplies,dress code, lunch menu, upcoming events, school address, directions to Spring Lake elementary, attendance, tardiness, school news, newsletter, school principle							
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